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A2R11

OCT 6 1943

Cap. 3

## MORE SOAP

Broadcast by Ruth Van Deman, Bureau of Human Nutrition and Home Economics, in the Department of Agriculture's portion of the National Farm and Home Hour, Wednesday, October 6, 1943, over stations associated with the Blue Network.

—ooOoo—

VAN DEMAN: When you've been shopping for soap recently, you may have had difficulty finding your favorite brand...once in a while, perhaps, your store didn't have any soap at all. Well, it shouldn't be long before that situation is improved. Just a few days ago, the War Food Administration announced an increase in the fats and oils available for soap-making. This will mean about 28 percent more soap within a short time.

Less soap has been made for civilians this year than usual, but heavy stocks were carried over from 1942. If consumers hadn't hoarded a good deal, probably there would have been enough soap to meet average needs.

But in spite of heavy demands the present outlook is that enough soap will be made to provide each of us, in a year's time, 22 pounds of toilet soap, and household soap. Last year's average was only 17 pounds. Can you visualize 22 pounds of soap? Perhaps it will help if I tell you that this equals an average of 16 large packages of soap chips or flakes ...or 35 bars of laundry soap...or approximately 94 cakes of toilet soap. And that's the average for each member of the family, remember.

In addition to that 22 pounds available for home use, we'll have probably  $3\frac{1}{2}$  pounds a person for use in commercial laundries, institutions, and factories. Altogether, the prospect is more soap than we had in the average prewar year from 1937 to 1941.

However, each of us still has a responsibility not to hoard soap...not to repeat the rumors that lead other people to hoard...not to buy more soap than we would ordinarily...and to use soap carefully, without waste.

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